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### Abstract

An apparatus and method is disclosed for winding a web about a central axis and a rotating mandrel to form a roll. A rolled web product with an alternating winding pattern may be manufactured. A feeding mechanism provides a running web to be wound into a roll. A retainer assembly may be configured for holding the web as it is wound upon the rotating mandrel. The retainer assembly may be configured to accommodate oscillating movement of the rotating mandrel between a clockwise and a counterclockwise direction. The web may be placed upon a roll by winding in one direction and then back again in a second direction repeatedly to form a roll. Retaining means, such as paddles, may be actuated from an active position in contact with the web to a resting position removed from the roll. Paddles may serve to hold the web upon the outer surface of the roll at the time in which the rotating mandrel is changing rotational direction.

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